



Jeff Scovil photo

ROCKS & MINERALS

For Everyone Interested in Minerals, Rocks & Fossils

General Information

Amateurs as well as professional scientists delight in and pore over **Rocks & Minerals**, which has published articles on mineralogy, geology, and paleontology since 1926. Regular departments explore important discoveries, minerals for the collector, microminerals, personalities in the field, media reviews, and coming events. Detailed lists of collecting opportunities in specific localities appear periodically, as do theme issues. Spectacular color photographs appear throughout each issue. **Rocks & Minerals** works with the Mineralogical Society of America to promote cooperation between collectors and professional mineralogists. The magazine is sold on newsstands from coast to coast.

Issuance: 6 issues per annum

Circulation: 6,000

Staff:

Editor-in-Chief:

Marie Huizing

RocksandMinerals@Fuse.net, 513-574-7142

Advertising Sales:

Sally Wright

sally.wright@taylorandfrancis.com, 540-454-6746

2010 Advertising Deadlines

2010 Issue	Closing Date*	Materials Due*
Jan/Feb	Oct. 16, 2009	Nov. 6, 2009
Mar/Apr	Dec. 18, 2009	Jan. 8, 2010
May/June	Feb. 19, 2010	Mar. 12, 2010
Jul/Aug	Apr. 23, 2010	May 14, 2010
Sep/Oct	Jun. 18, 2010	Jul. 9, 2010
Nov/Dec	Aug. 20, 2010	Sep. 10, 2010

*Closing dates include the following: insertion orders, set copy, design requests & cancellations.

*Material deadline: Materials not received by this date will incur a cancellation charge.

Advertising Rates

Rates are cost per insertion (Design rate: \$100)

	1X	3X	6X
Full page b&w	\$575	\$515	\$485
4-color	\$1,075	\$1,015	\$985
2/3 page b&w	\$450	\$410	\$385
4-color	\$850	\$810	\$785
1/2 page b&w	\$325	\$295	\$275
4-color	\$650	\$615	\$595
1/3 page b&w	\$240	\$225	\$205
4-color	\$490	\$475	\$450
1/3 square b&w	\$265	\$240	\$225
4-color	\$520	\$495	\$480
1/4 page b&w	\$200	\$180	\$170
4-color	\$450	\$430	\$420
1/6 page b&w	\$165	\$150	\$140
4-color	\$330	\$315	\$305
1/8 page b&w	\$135	\$125	\$115
4-color	\$270	\$260	\$250
4" box b&w	\$140	\$125	\$115
4-color	\$275	\$260	\$250
3" box b&w	\$125	\$115	\$110
4-color	\$230	\$220	\$215
2" box b&w	\$115	\$105	\$99
4-color	\$200	\$190	\$170
1" box b&w	\$100	\$90	\$85
4-color	\$170	\$160	\$150

Covers (4-color only):

Cover 2 \$1,185

Cover 3 \$1,175

Cover 4 \$1,200

Internet Directory Rates:

Must reserve six issues and prepay

Up to 20 words \$198

21 – 60 words \$264

61 – 100 words \$330

Special Position: + 15%

Discounts:

Agency 15%

Association 10%



Mechanical Requirements

	Width	Height
Full page	7 1/8"	9 1/2"
2/3 page (horizontal)	7 1/8"	6 1/8"
2/3 page (vertical)	4 5/8"	9 1/2"
1/2 page (horizontal)	7 1/8"	4 5/8"
1/2 page (vertical)	3 3/8"	9 1/2"
1/3 page (horizontal)	7 1/8"	3"
1/3 page (vertical)	2 1/8"	9 1/2"
1/3 page (square)	4 5/8"	4 5/8"
1/4 page (horizontal)	4 5/8"	3 1/4"
1/4 page (vertical)	3 3/8"	4 5/8"
1/6 page (horizontal)	4 5/8"	2 1/8"
1/6 page (vertical)	2 1/8"	4 3/8"
1/8 page	3 3/8"	2 1/8"
4" box	2 1/8"	4"
3" box	2 1/8"	3"
2" box	2 1/8"	2"
1" box	2 1/8"	1"

Bleed Requirements: 8.375" x 11.125"

Live Image Area: 8.125" x 10.875"

Guidelines for Submitting Digital Ads: The submission of digital files for ads is preferred. Customer ad files will be pre-flighted, and customers will be asked to re-supply files if they are not of sufficient quality or contain errors in preparation. Additional pre-press charges may be incurred if files are not prepared properly.

Acceptable file formats: PDF, TIFF, EPS

Resolution: 300 dpi minimum. 1000 dpi maximum.

Fonts: Postscript fonts only. Fonts must be embedded.

Color: CMYK only unless paying for a specific Pantone color.

File size: Files should be 8 MB or less. If a file must be larger, please email the address below for assistance in providing it.

Submit artwork to:

advertisingmaterials@taylorandfrancis.com. You will receive confirmation of receipt.

Online Advertising

The site, www.rocksandminerals.org, sees approximately 7,000 hits per day and counts 11,000 unique visitors per month.

Site Sponsorship:

- \$1,200 Annually
- Ad will appear on each available page
- Maximum of 10 advertisers rotating throughout the website

Online Advertising Rates:

One-month run \$100
 Four-month run \$300
 Eight-month run \$700
 Twelve-month run \$1,100

Box Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 165	20 kb	JPG, GIF
Flash 165 x 165	40 kb	SWF

Skyscraper Ad Dimensions	Maximum File Size	Accepted File Types
Static 165 x 330	20 kb	JPG, GIF
Flash 165 x 330	40 kb	SWF

Additional Specifications:

- When clicked, creative should always open a new browser.
- All Flash creative must be accompanied by a back-up GIF file to be served if the user does not have the correct plug-in.



Jeff Scovil photo